



BRIGHTER FUTURES >

PROFESSIONAL COLOUR GUIDE

READY TO DECORATE

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So you've decided to decorate! Well you're in the right place.

Our new look **Professional Colour Guide** will take you through the process, showcase our colours and explain our products, finishes and services. You'll find that getting a beautiful room transformation is not as difficult as you think.



Our colour range is contained within a pull-out section, making it easy to see all available colours and finishes in one view.

At the back we've a range of inspirational room sets. They'll give you some great ideas that you can transfer to your own space. Re-create them yourself or hire a decorator, you'll be amazed how expertly and efficiently your job could be completed.

Cover: Wall stripes (from top to bottom): Grey Wisp, Cherry Plum™, Marine Splash™, Blue Reflection™, Tranquil Depths™ and Warm Pewter™

THE CRAFTSMEN

“THE BEST REASON FOR USING A PROFESSIONAL DECORATOR IS THAT IT’S THE SURE WAY TO GET A GREAT RESULT.”



Painting is a craft that requires skill, patience and experience. You can ensure superior workmanship and a quality finish by hiring the right professional.

Get your decorator involved early in the process to get the most from his years of experience. Share your ideas and colour plans with him. He'll also advise you on the correct preparation and products for the job.

You can look forward to completion on time and on budget, with everything left clean and tidy, in a fraction of the time it would take to do it yourself.

If you've not already chosen a decorator why not ask friends and family about decorators they've used and would recommend. Alternatively, check out our Select Decorator service on page 30.

Choose a professional decorator and we're sure you'll be delighted with the results.



**CLEAN
LINES**



**ATTENTION
TO DETAIL**



**PROFESSIONAL
FINISH**

THE PERFECT FINISH

Our products are specially engineered to give a technically superior performance and to enable professionals to use their skill to get fantastic end results. Each paint type is available in any colour, so you can be confident of achieving the perfect finish for every room.

OUR PRODUCTS

Different surfaces, temperatures and conditions demand different paint qualities. Your decorator can advise you on which **Dulux Trade** product is most suitable.



Vinyl Silk

A top quality washable emulsion with a mid-sheen finish, giving a delicate shine to interior walls and ceilings.



Vinyl Soft Sheen

For a softer sheen than vinyl silk, this emulsion is also suitable for interior walls and ceilings.



Diamond Matt

Diamond Matt offers unrivalled durability in a classic matt finish. Looks good, lasts longer, perfect for busy spaces such as hallways, corridors and stairwells.



Quick Dry Gloss

The best of both worlds: a beautiful gloss finish but from a water-based product. Suitable for interior wood and metal finishes.



Protective Woodsheen

A semi-transparent woodstain, ideal for interior and exterior joinery.



Vinyl Matt

High opacity emulsion in a great matt finish for everyday life. Suitable for all normal interior wall and ceiling surfaces.



Durable Flat Matt

Use on walls & ceilings for a fashionable and stylish matt finish. Gives a beautiful 'dead' flat finish. Perfect for hiding surface imperfections in period properties.



Diamond Eggshell

Diamond Eggshell offers unrivalled durability and stain resistance in a mid sheen finish, especially useful in spaces with high moisture such as kitchen and bathrooms.



High Gloss

Used for wood and metal surfaces where a tough and durable high gloss finish is required.



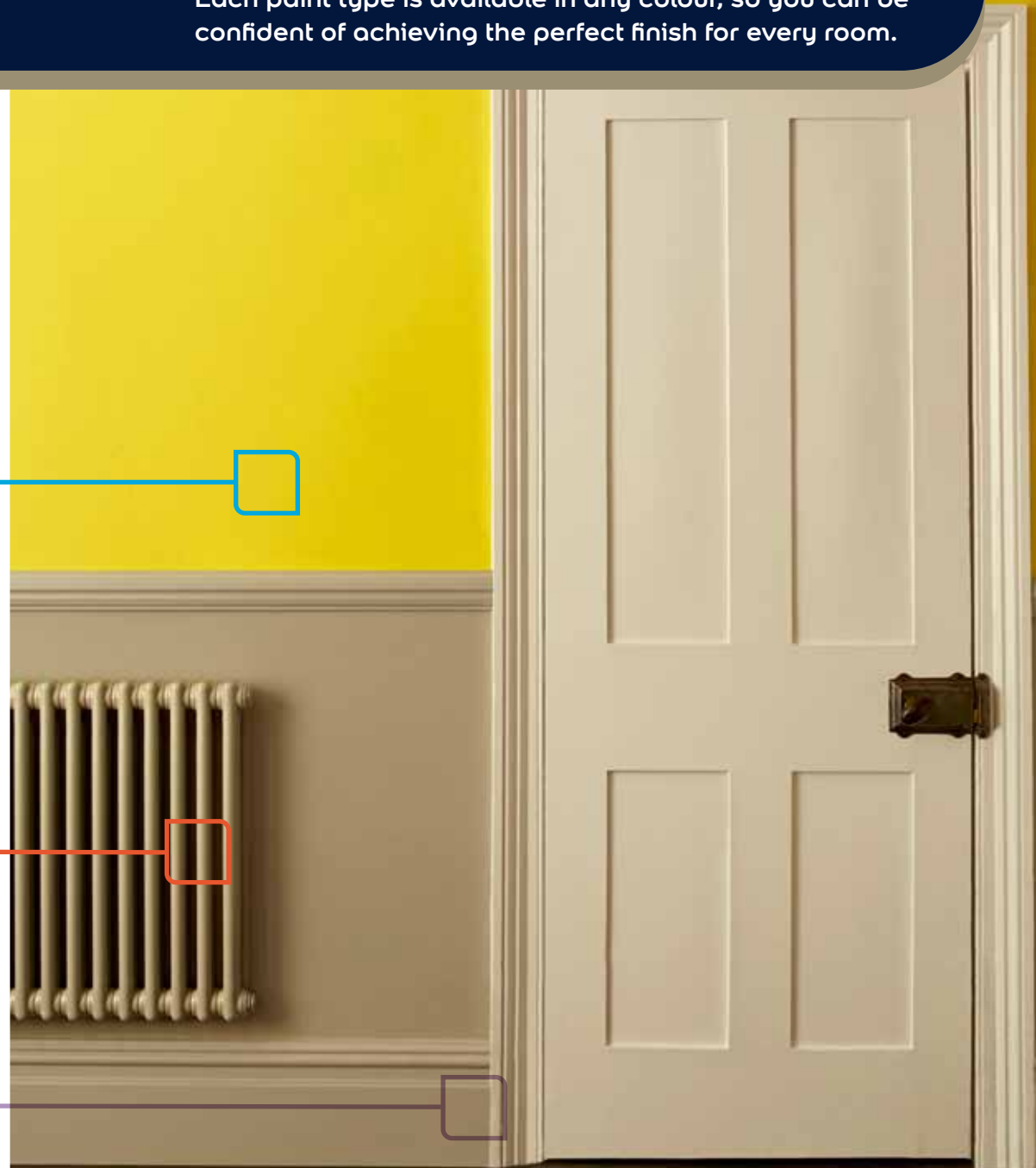
Quick Dry Satinwood

A water based product providing a tough, mid-sheen finish for interior wood and metal.



Diamond Glaze

A water-based lacquer for maximum durability, ideal for floors, doors, trim, furniture and joinery.



EXPERT APPLICATION

DULUX VISUALIZER

Unleash your creativity and try out colours on your wall using our app. Using unique augmented reality technology, you can see realistic **Dulux Trade** paint colours appear on your walls with just a tap of the screen. Experiment with bolder colours, narrow down your colour choice with confidence, then visit your local store or ask your decorator to order paint testers.



DOWNLOAD



CHOOSE



Pick a colour to try out

EXPERIMENT

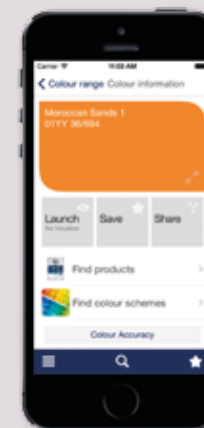


See how it looks in your home

FEATURES

- Colour scheme suggestions
- Colour selection from photos
- Even more colours to choose from

THE PAINT EXPERT APP



Your decorator has access to our specialist trade app with loads of useful features. Ask for a demonstration!



BRIGHTER FUTURES >

OUR COLOURS AT A GLANCE

FAVOURITE COLOURS

Some colours have long-standing appeal and are suitable for almost every type of living space. This makes them our biggest sellers. We've shown some of these colours below - your decorator will no doubt have used many of them before.

| | | |
|---|---|---|
|  |  |  |
| Jasmine White™ | Natural Calico™ | Willow Tree™ |
|  |  |  |
| Timeless™ | Nutmeg White™ | Polished Pebble™ |
|  |  |  |
| White Cotton™ | Natural Hessian™ | Mineral Mist™ |
|  |  |  |
| Almond White™ | Buttermilk | Egyptian Cotton™ |



COLOUR OF THE YEAR

COPPER BLUSH

This year's Colour of the Year is **Copper Blush**. Great on its own, this orangey copper tone also combines perfectly with pinks, neutrals, white and other orange hues, as well as metallic colours such as gold.



Copper Blush really comes alive combined with pink, clay toned neutrals, a tiny touch of bright yellow, wood tones and of course copper.

We've suggested some colours to scheme with it below. You'll find these, and many more, in the centre fold out.

GET THE LOOK



Copper Blush™



Coral Flair™



Egyptian Cotton™



Lemon Punch™



OUR COLOUR RANGE

CHOOSING COLOURS

We've arranged all of our colour chips together in the centre foldout. This allows you to easily see colours in adjacent hues and makes it simpler to pick out the ones that could work together.

To help you find the exact shade you're looking for, the colours flow from the most intense at the top to the palest at the bottom.

Every colour is available in a wide range of finishes and you'll find a guide to the appearance of these finishes in the foldout as well.

You'll find even more colours in store, so get scheming!

COLOURS IN SITU

The same colour can look different in different rooms, in different light and even on different surfaces. So, when you're choosing a colour scheme, remember to try out potential colours where you're planning to use them.

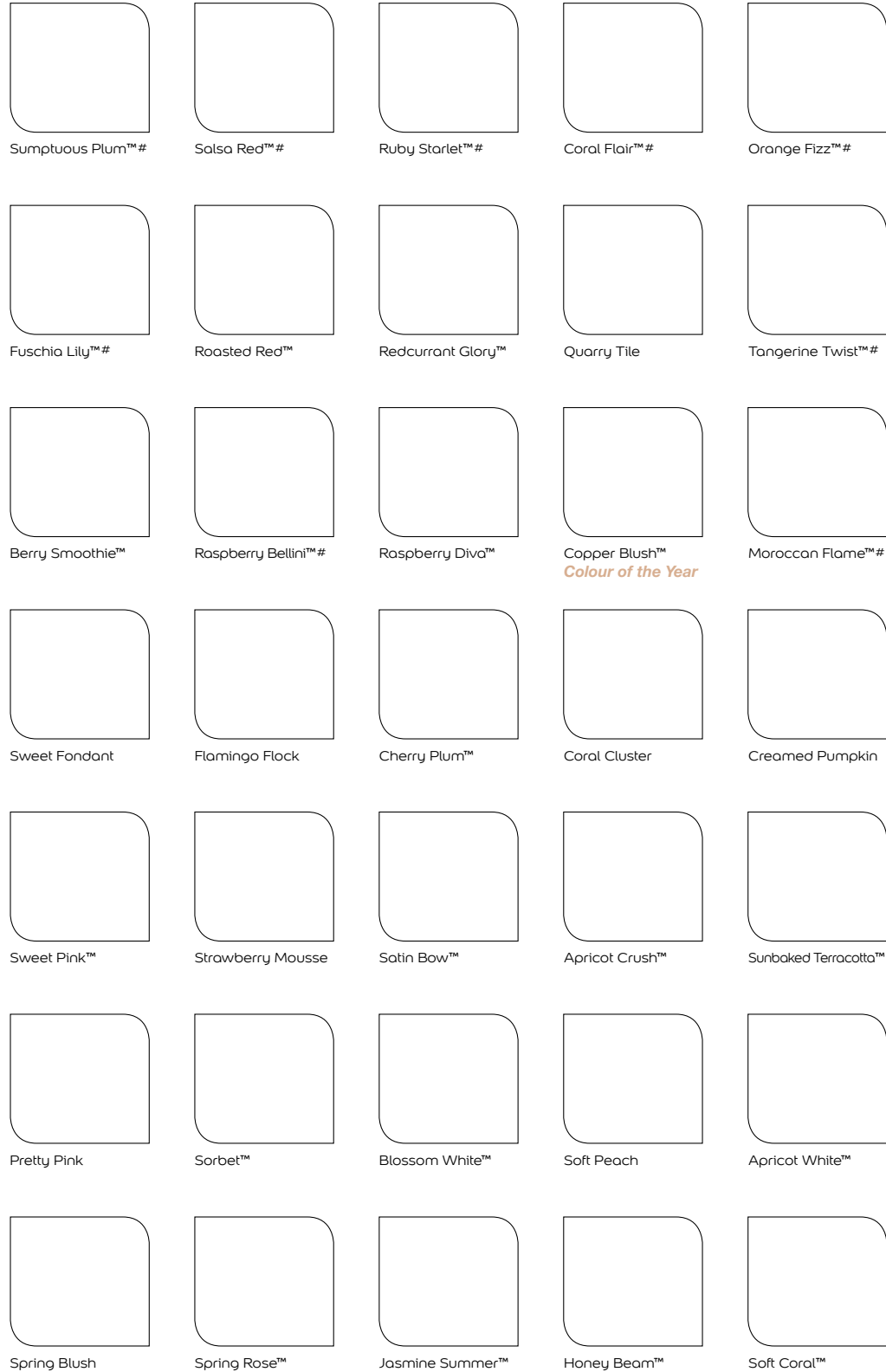


COLOUR SAMPLERS

Every **Dulux Trade** colour (except the Light & Space range) is available in a 250ml tester pot. With enough paint to properly compare colours, you can test your choices where it matters – on the actual surface to be painted – before the decorating starts.



**OUR COLOURS LOOK BEST IN PRINT,
ORDER YOURS TODAY**



YOU CAN ALSO VISIT duluxtradepaintexpert.co.uk/colours

to view these colours on the interior walls section of our "colour picker"



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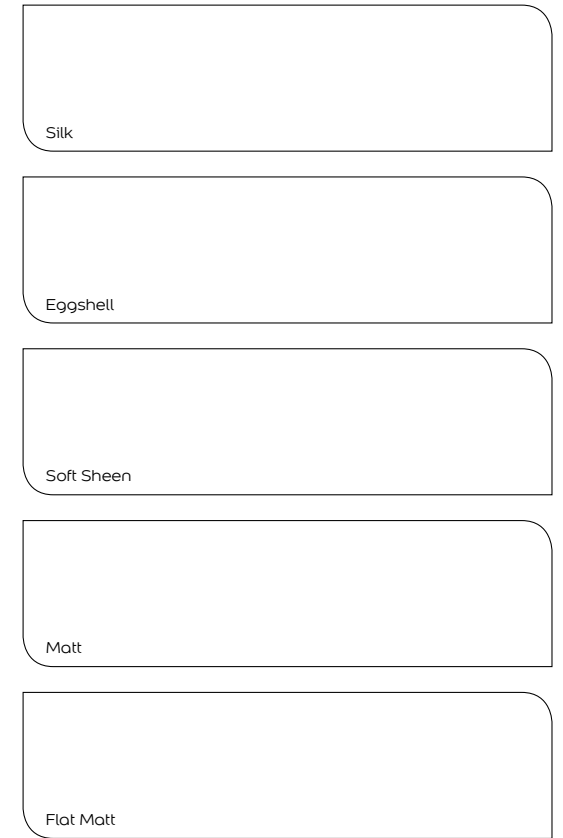


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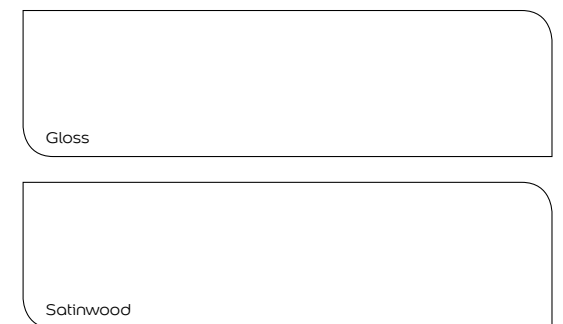


**CHOOSE THE
PERFECT FINISH**

Walls and Ceilings



Wood and Metal



Although we have reproduced this colour guide as accurately as printing will allow, the printed colours may not exactly match the paint colours.
Special Processed Colours

OTHER COLOUR RANGES

HERITAGE

A range of authentic period colours available in any Dulux Trade paint finish: traditional beauty, modern performance.



WOODCARE

Outstanding finishes that provide the right long term protection for wood, inside and out.



WEATHERSHIELD

The specialist range that can help exterior masonry and timber withstand the elements and stay looking good for up to 15 years.



COLOUR YOUR SPACE

Inspiring schemes to spark new ideas



Soft Truffle™, Satin Bow™, Passion Flower, Nutmeg White™

WORKING FOR YOU



A hallway should be welcoming and inviting - a place you look forward to returning to. And, as a busy, high traffic space, it also needs to work for you practically.

To be versatile and uncluttered it needs great storage that works within the space.

Here we've made a feature of the storage by painting it, and the door, in teal. This complements the green hues used on the walls for a look that is both stylish and practical.

GET THE LOOK



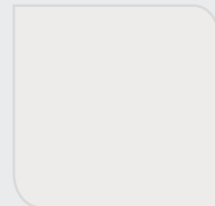
Village Maze™



Dewy Lawn™



Teal Voyage™



Swansdown™

BEHIND THE SCENES

Dulux Trade Diamond Matt



Diamond Matt offers unrivalled durability in a classic matt finish. Looks good, lasts longer, perfect for busy spaces such as hallways and stairwells.



IN GOOD COMPANY



With family and friends every day of the week, the kitchen has to be for everyone. It's a space full of fun and laughter, to work, relax and enjoy the company of others.

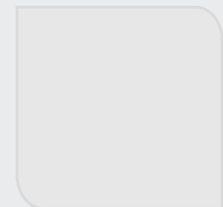
Here the colour palette is bright, cheerful pastels, contemporary with bold contrasts that inspire energy and life.

With plenty of comfortable seating to meet and chat, it's the perfect look for the most sociable room in the home.

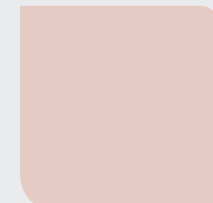
GET THE LOOK



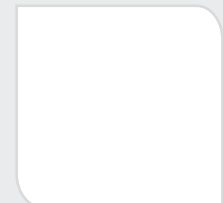
Tranquil Depths™



Grey Wisp



Cherry Plum™



White

BEHIND THE SCENES

Dulux Trade Diamond Eggshell



Diamond Eggshell offers unrivalled durability and stain resistance in a mid sheen finish, especially useful in spaces with high moisture such as kitchen and bathrooms.



A FRESH START TO THE DAY

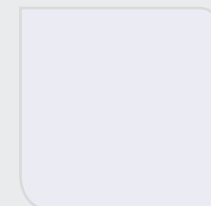


Your bedroom should be a place you can go to relax and unwind. Somewhere you can make your own, take time out and enjoy peace and quiet.

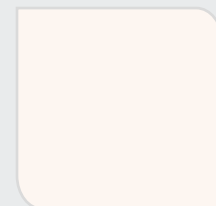
Here we've used pastel colours from our Light & Space range, combined with a shade of mauve, for a tranquil and spacious feel.

The light reflecting properties of the paint help give a positive, uplifting feel to the space that will help you start each day with a smile.

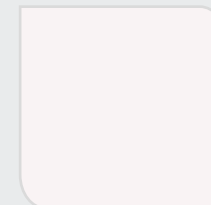
GET THE LOOK



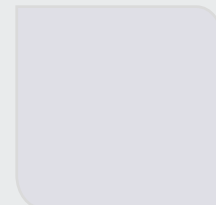
Cotton Breeze™



Jasmine Shimmer™



Spring Rose™



Mauve Cloud

BEHIND THE SCENES



LumiTec
Light reflecting
technology

Dulux Trade Light & Space

Light & Space features ground-breaking LumiTec technology. It uses highly reflective paint components that reflect substantially more light back into the room to make it appear significantly lighter, brighter and more spacious.

Available in Diamond Eggshell, Diamond Matt, Ecosure Matt, Flat Matt and Vinyl Matt.

HIRE A DULUX PROFESSIONAL

SELECT THE BEST

When decorating you'll get the best results by hiring a professional decorator to do the work. The combination of their advanced skills and the time in which they can complete jobs compared to even the most adept amateurs can make it money well spent.



For complete peace of mind choose a **Dulux Select Decorator**. Each one has been assessed and approved by Dulux, and their work is guaranteed for 2 years. Find your nearest decorator online at dulux.co.uk/help-advice/decorators



CREATE YOUR IDEAL LIVING SPACES

Making design decisions for your home and spending money on creating a new look can be daunting. So why not get some expert advice to inspire you with new ideas or simply reassure you that you're making the right choices. Talk to our interior designers who'll know which looks work best for your space and have access to the latest design trends. They'll help you get the home you've always wanted, simply and affordably. To find a designer near you, visit duluxdesignservice.co.uk



USEFUL INFORMATION

Water-based paints

Where possible, water-based paints should be selected in preference to solvent-based paints – particularly for any large interior surface area such as walls, ceilings and floors.

Lead in paint

All Dulux decorative paints are free from any added lead. However, the wood and metal surfaces of the building, especially if it is pre-1960, may have been decorated in the past with a paint made with lead pigments. Preparation and removal of such paint can be hazardous. A free leaflet explaining how the surface should be prepared safely is available from the Dulux Trade Technical Advice Centre on 0333 222 7070.

Special Process Colours

Some colours, termed 'Special Process Colours', may require additional coats or a specific undercoat and are marked with #. For details of the process contact the Trade Technical Advice Centre on 0333 222 7070 or your Dulux Trade tinted paint stockist.

Tinting Best Practice

For best colour consistency, sufficient tinted paint, including touch-in, should be purchased at the beginning of each job from the same source.

Diamond Matt

cleaning recommendations for painted surface. Common stains can be removed by cleaning promptly with a soft cloth and clean soapy water. Allow to dry. Vigorous scrubbing and the use of abrasive cleaners or scourers may impair the matt finish. Only apply enough pressure to remove marks. Oil based stains and marks from some pens / felt tips / permanent markers may not be completely removed. Full durability develops 7 days after initial application. For information about removing specific stains, please phone the Dulux Trade Technical Advice Centre on 0333 222 7070.

British Standard Colours

All BS4800 colours are available in Dulux Trade products, see website for more details.

We have reproduced this colour card as accurately as printing will allow. Please ensure that you use a colour tester or sampler on the actual surface to be painted before decorating, as the substrate (and texture) of the surface can change the appearance of the final colour, as can soft furnishings, the shape, size and lighting of the room. Please note, colour testers indicate the colour of the product only and are not representative of the quality or sheen of the final product purchased.

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INFORMATION AND ADVICE

Whenever you need information or advice on our products, talk to the people at **Dulux Trade** – we'll be more than happy to help.

Telephone our Trade Technical Advice Centre or visit our website for literature, help with product specifications and our colour matching services.*

You can also request information, technical advice and help with product specification by calling **0333 222 7070**

To receive more information on **Dulux Trade** products register online at **www.duluxtrade.co.uk**

Or write to the **AkzoNobel** Technical Advice Centre, Wexham Road, Slough, SL2 5DS



Your local **Dulux Trade** Stockist

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* Please supply telephone, address or e-mail details for us to contact you, and allow up to 5 working days.



Our commitment to doing more with less